

THE WHITTIER PICTORIAL

MARCH 8, 1950

Ten Cents

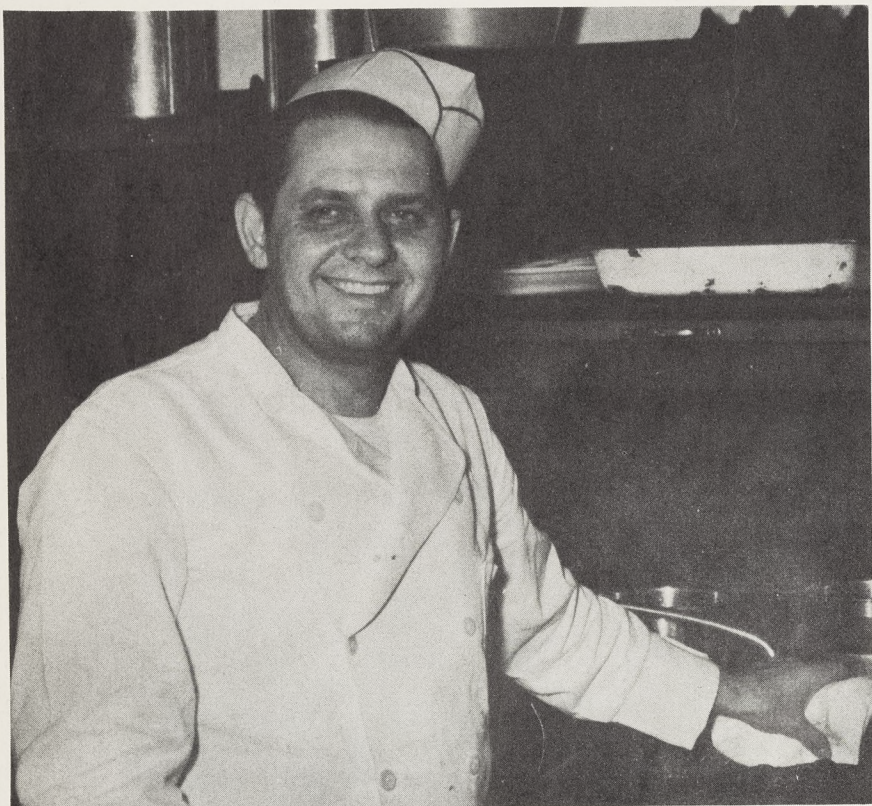


"Through Mother's Eyes"

THE WEEK'S BEST LOCAL PICTURES

We want you to meet . . .

Harry !



HARRY THOMPSON

He makes the salads at

John's

Appearance alone is not enough to make a really **good** salad. Our chef has the "know how" in adding perfection in flavor. John's salads have that distinctive taste appeal that have made them favorites in this community for umpteen years. We know you will like them too.

*Good Food
in Good Taste*

THE WHITTIER PICTORIAL

PUBLISHED EVERY FRIDAY AT WHITTIER, CALIFORNIA

Room 120, Emporium Building, 133 E. Philadelphia St., Tel. 4-3879

Lee N. Slinkard and Charles N. Pollak II, Publishers

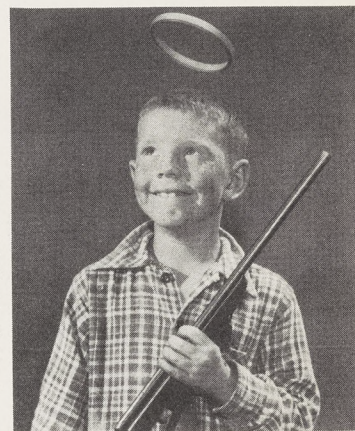
Vol. I, No. 0

March 8, 1950

Presentation Issue—Not for General Circulation—Not for Sale

Covering the Pictorial . . .

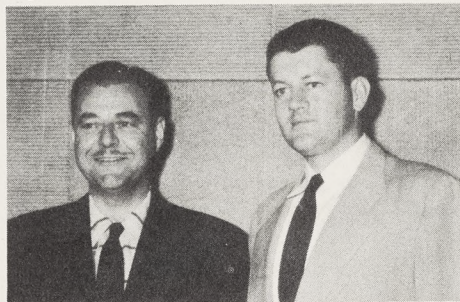
John G. Wippert, of the Circle of Confusion, Whittier's internationally famous camera club, photographed the angelic countenance of 11-year-old Jimmy Clendenen in El Monte, where they are neighbors. Wippert's print was among 188 selected for exhibition in the club's 13th Annual Salon (his wife, Gretchen, had *three* of her pictures exhibited). Questioned about Jimmy's halo, Wippert said, "You'll have to ask him how it got there."



PRESENTING: Our Presentation Issue

By way of introducing THE PICTORIAL to the Greater Whittier business community, the publishers have turned out this eight-page sample of the kind of publication they expect shortly to offer to the picture-hungry local public. But first, here are some facts on who's who in THE PICTORIAL.

Co-publisher Lee N. Slinkard is a Whittierite of some four years' standing. He is known to many area residents as owner of The Camera Shop, on West Whittier Blvd., and for the past half-year he has been holding forth in his new branch—Lee's Photo Supply—at 114 East Philadelphia Street.



SLINKARD & POLLAK

Despite his preoccupation with things photographic, Slinkard, 44, has an impressive background in the publishing business. A native of Indianapolis, he was graduated from Indiana U. and then spent a score of years with the Scripps-Howard newspaper chain. In 1942 he resigned his post as local advertising manager of The Indianapolis Times to buy the weekly Camas, Wash., Post-Record.

The only obstacle that hard work and advertising know-how failed to overcome was the wet Washington weather, so Slinkard and his family moved to the finest California city they could find—Whittier.

Charlie Pollak, originally from Bronxville, N. Y., makes up the other half of the enterprise. An editorial specialist, he began in journalism as executive editor of

Continued on Page 7

The Readers' Free Press

To the Editor:

Because you occasionally print cute pictures of kids, I'd like to submit this one (*below*) of my daughter and her dog, Freckles. Maybe I shouldn't say this, but my little girl eats bugs if she can get away with it. When I took this, I had to choose between getting the picture or the bug. That dog is just plain envious.

ANNE HARRIS

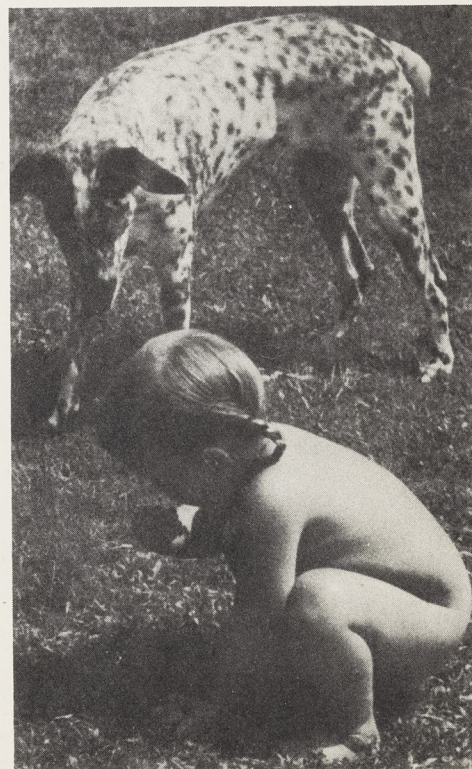
South Whittier

To the Editor:

May I congratulate The Pictorial on its splendid coverage of our school's annual Student Fair. The photos were ever so clear and I am keeping your June 10 issue as a souvenir for my scrapbook.

JANICE NEWELL

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WELL



Show-stealer was bright-eyed Carlee Harris, 5, daughter of Mr. and Mrs. Clark Harris. Primping hands at left belong to her grandmother, Mrs. C. H. Gregory.

Fashion Show Is Fun in Whittier

There's nothing women enjoy doing more than trooping into a fashion show and gazing enviously—if futilely—at the handsome gowns that might be theirs, if . . . Whittier women proved they were no exception at the recent Woman's Club Spring Fashion Tea, but at least some three dozen of them had fun of modeling Myers' latest creations.

Entitled "A Day in the Life of Denise Day," the show went on as a series of skits featured by Mrs. Don Heck (Denise Day) in everything from pajamas to what the program called "full patio separates." Mrs. Heck appeared in 10 different outfits in an hour, probably setting a new clothes-changing record for local wives (an assistant helped her).

Hollywood star Barbara Britton strolled onto the stage in a mink coat and a unique twin-horned chapeau she called "my Valkyrie hat." Later, backstage, she confessed her son called it "Mommy's bunny hat."



Mrs. Dorothy E. Chambers, show director, briefs Barbara Britton backstage on her role in fashion revue.



Collette Chalfant and Mary Lou Keen, dressed as the kind of maids every home should have, bustled on and off stage with props.



Josh Wilson, Jr.

LOCAL TOTS PLAY SO PARENTS CAN PRAY

Like most Whittier churches, the First Christian Church makes family Sunday worship easier by providing a nursery where parents may park the kids during services. Here, left to right, Dale Marie Riddle, Vicki Benton, Connie Miller, Bobby Ghan, Alan Hilberg and Nancy Ellis stage a 9:30 a.m. tea party in Mrs. Mary Eickleberry's group.

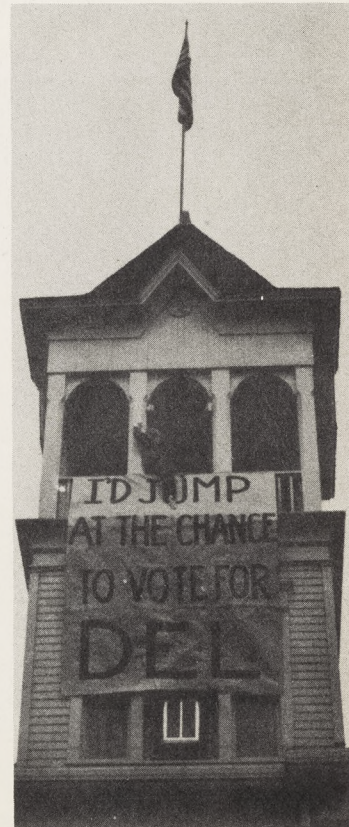


Welcome to Whittier

This sign greets motorists entering town from the east. Shabby, faded, unlovely, it contrasts with handsome grouping of plaques erected by clubs in many cities.



Campus tree bears brunt of electioneering while Founders Hall tower supports eager effigy.



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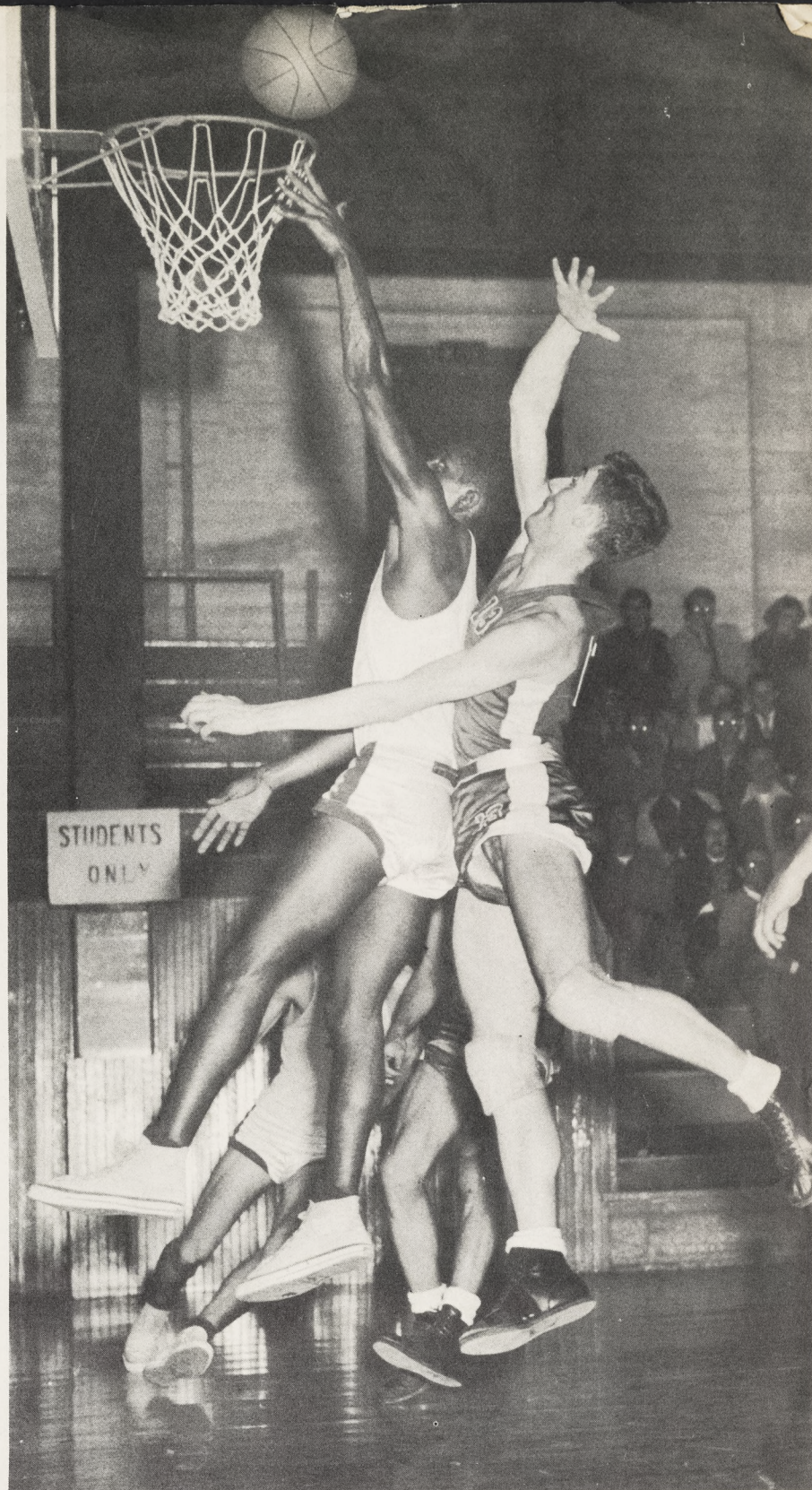
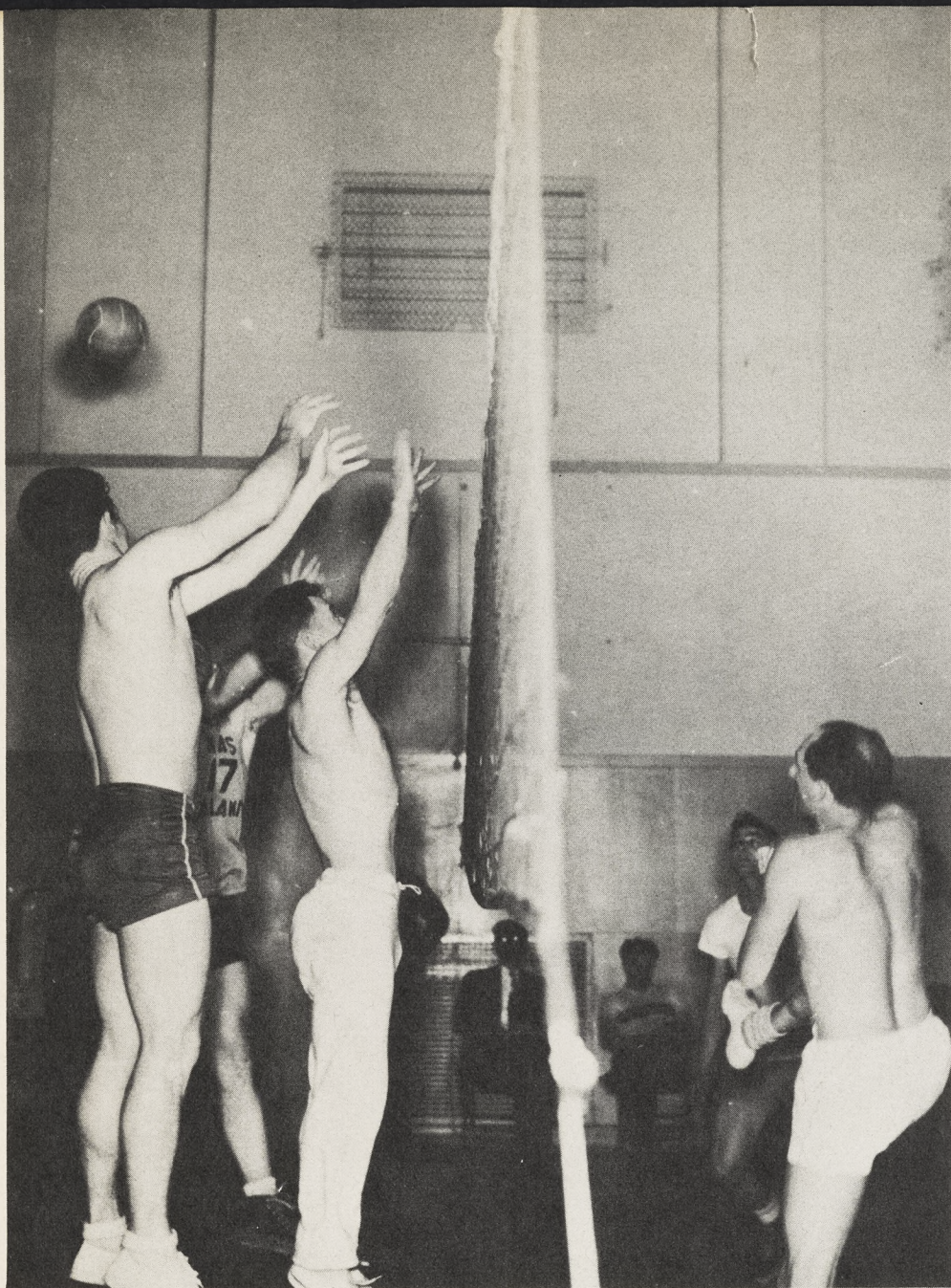
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Two Blocks Foiled

Blocking is important in many games, especially volleyball and basketball. At left, three players from the Naval Air Station, Los Alamitos, form poor block against shot rammed over by shirtless opponent. Scene was Southern California Volleyball Association Class A tourney in Whittier high school gym. Blockers should be closer together and lined up to present a wall of hands to opposition. At right, Whittier College's Chuck Reed scores a lay-up shot despite unsuccessful block by Cal Tech player who may be committing personal foul. Whittier won, 43-31.

Vivid Campaign Features Annual College Elections

With plenty of old-fashioned hoopla and hullabaloo, Whittier College students last week held annual elections that swept Ben Tregoe, of Palos Verdes Estates, into office as student body president.

Tregoe won over four other candidates after weeks of highly professional campaigning and propaganda. The new president, long a favorite with his fellows, is an honor student whose grades are about as high as they can be.

Runner-up Tom Wood, of Long Beach, who automatically becomes vice-president, is a Bryanesque orator who plumped for better leadership. Candidate Bob Ponce's supporters borrowed an advertising technique to hammer BP/MFL (Bob Ponce Means Fine Leadership) into voters.

One contender denounced the free-and-easy spending policies of previous officeholders. Another ran on a platform calling for more school spirit.



Voting was orderly, enthusiastic. Girl at end of line was impatient to cast vote for her favorite but declined to reveal name.

Need Paint?

We've Got It!



ALL KINDS

OUTSIDE

INSIDE

BOYSENBERRYS PAINT STORE

219 Second St.

See It! Hear It!

AMPRO

Magnetic Type

Tape Recorder



Complete With
Play Back
\$94.50

Scores of Uses

IN THE HOME
IN SCHOOLS
IN OFFICES
AND CHURCHES

CITY RADIO

10 So. Dowling St.

Dale Dances Again



This high-kicking young man—Dale Barringer—again this year won applause in Whittier Union High School's annual Spotlight Revue variety show. His feet seem to twinkle faster when his face wears this expression of utter astonishment.

Kitchinning

with MAYBELLE and MARTITA



HOT CROSS BUNS

1 cup scalded milk $\frac{3}{4}$ teaspoon cinnamon
 $\frac{1}{4}$ cup sugar 3 cups flour
2 tablespoons butter 1 egg, well-beaten
 $\frac{1}{2}$ teaspoon salt $\frac{1}{4}$ cup raisins
1 yeast cake dissolved in $\frac{1}{4}$ cup warm water

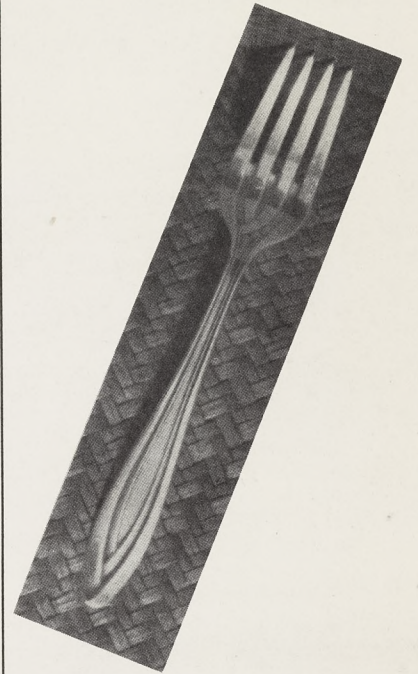
Add butter, sugar and salt to milk. When lukewarm, add dissolved yeast cake, cinnamon, flour and egg. When thoroughly mixed, add raisins, cover and let rise until light. Shape large biscuits, place in pan one inch apart, let rise, brush over with beaten egg and bake 20 minutes at 375°. Garnish

each with cross of confectioner's frosting made with one egg white. Dust with powdered sugar.

With Easter in the offing, Whittier housewives will soon be thumbing their cookbooks for favorite hot cross bun recipes. Mrs. Sandra Howard (*above*) says this one is her old reliable. After carefully posing Mrs. Howard's buns on a doilie, THE PICTORIAL's photographer managed to talk her into letting him nibble one "to see if they will stand up under the strong light." They did.

Silver

That Satisfies



The fine artistry and craftsmanship of skilled platers is evident in COMMUNITY PLATE Silver. Many styles to choose from.

ABC Jewelers

"NONE FINER"

21 Monument Circle



Stop in today for the Kodak Film and photo lamps you'll need. Prompt, expert photo-finishing service here.

2 CONVENIENT LOCATIONS

the Camera Shop

11448 E. Whittier Blvd.

Lee's PHOTO SUPPLY

114 East Philadelphia St.

THE WHITTIER PICTORIAL for March 8, 1950

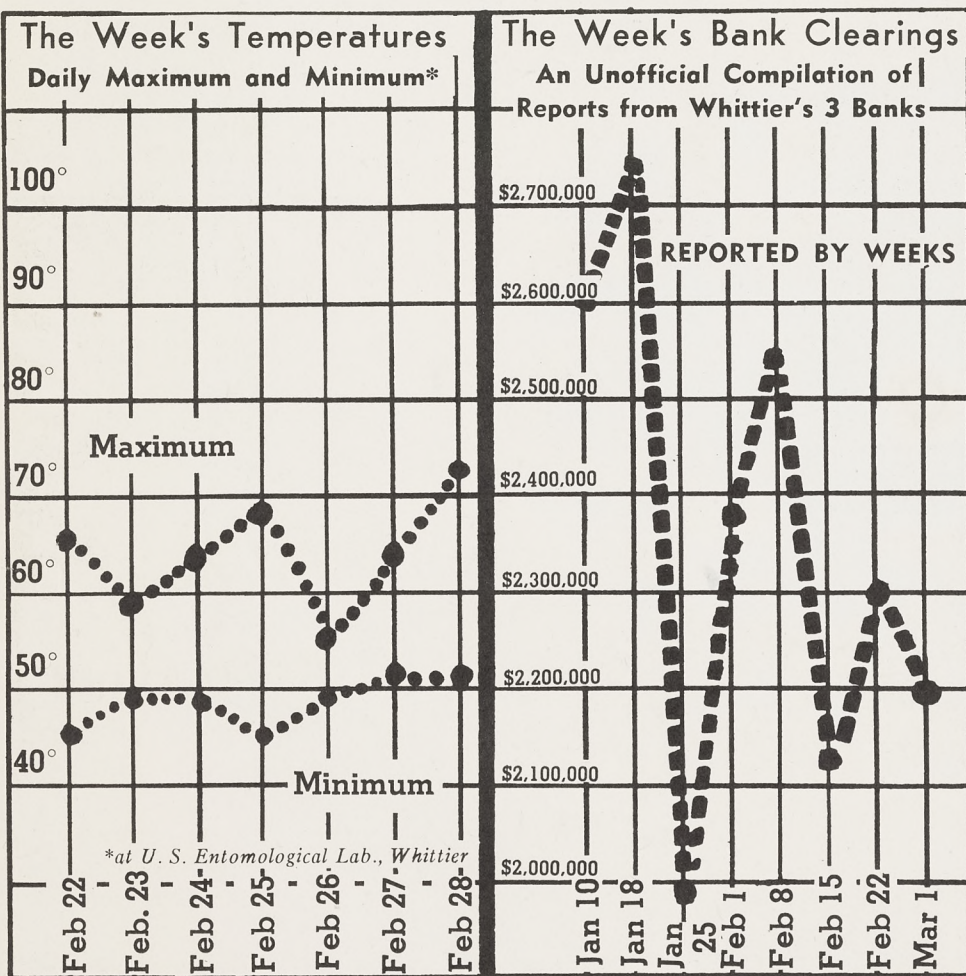
Could Be Whittier



GALE BRANDON

"Yessir, we give you two bedrooms, hardwood floors, a three-car garage and a real up-to-date map showing exactly how to find your way home."

Our Town: Its Degrees and Dollars



Presentation Issue

Continued from Page 2

the Harvard Crimson, university daily, and then spent two and a half years in Argentina as South American news editor of the United Press.

During the war, he served as an air combat intelligence officer in a B-29 outfit on Okinawa, returning in 1946 to cover the United Nations at Lake Success and Flushing, N. Y., for the UP.

Now 31, Pollak recently returned from a two-year stint as assistant public rela-

tions manager of the Creole Petroleum Corp. in Venezuela in order to re-enter the local publishing field. Like many other newcomers here, he and Mrs. Pollak with their daughters, Pamela and Peggy Ellen, hope to make Whittier their permanent home.

All but one of the ads in Vol. I, No. 0 of THE PICTORIAL are for fictitious firms. They demonstrate how effectively Whittier businessmen can display their merchandise and illustrate their services with the striking results obtainable only from first-class photography and fine offset reproduction.

Guess What?

We Hate **MOTHS!**



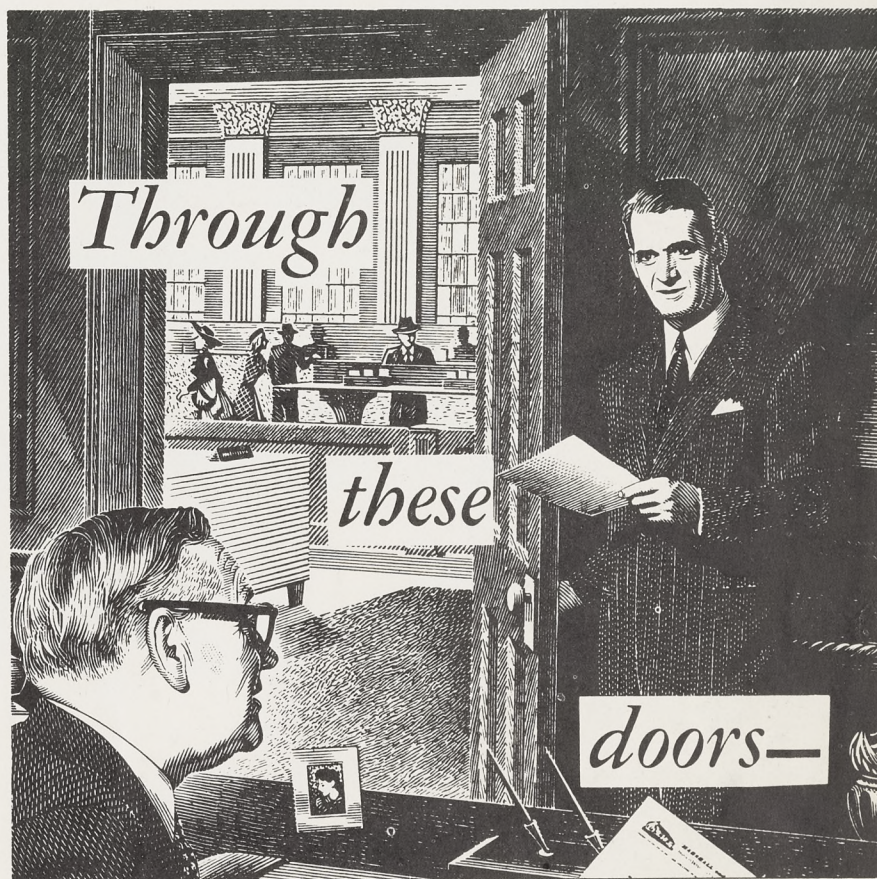
SEND US YOUR
WOOLENS

We'll Clean 'Em
and GAS 'Em!

Your woolens are given the utmost care in our cleaning process, which includes de-mothing for long lasting protection.

Laundry and Dry Cleaner

542 South Main Street



PASS THE BEST PEOPLE IN WHITTIER

Our Customers!

This banking institution maintains the highest standards of integrity in a sincere effort to provide the best possible service. We invite your patronage.

MERCHANTS BANK

1234 FIRST STREET



Picture yourself in a

ROTHMOOR

69⁹⁵.

Andy Cummings

It is the exquisite styling that always distinguishes the Rothmoor suit from all others. Choice textures in tweeds that are superbly smart for Spring . . . Shades of navy, cinnamon and grey.

Martha's

Where Fashions Begin in Whittier

114 East Philadelphia Street